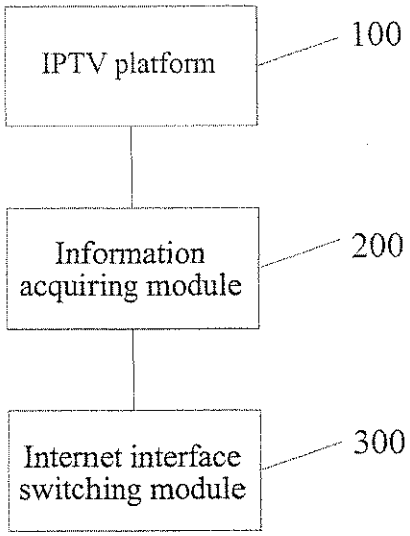

IPTV platform
100
Information acquiring module
200
Internet interface switching module
300

FIG. 6

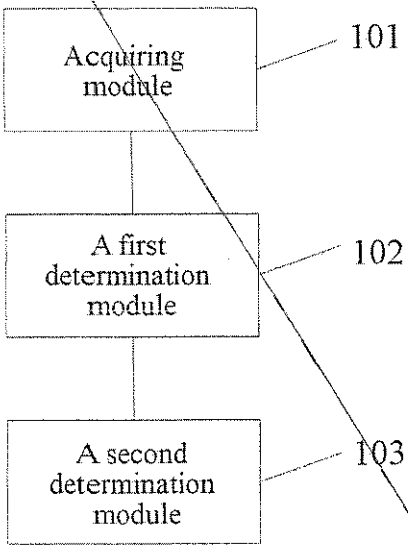

Acquiring module
101
A first determination module
102
A second determination module
103

FIG. 7

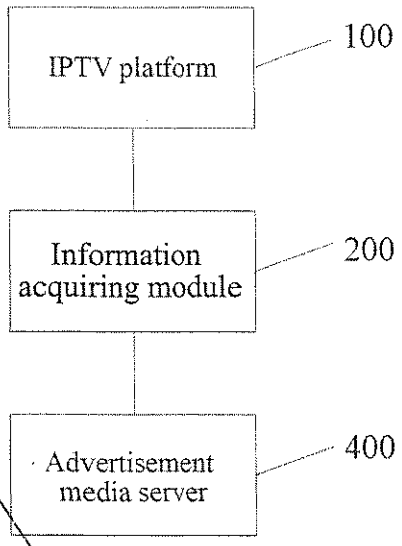

IPTV platform
100
Information acquiring module
200
Advertisement media server
400

FIG. 8

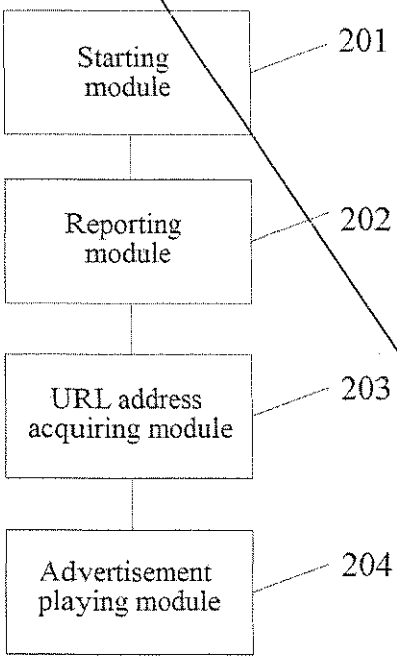

Starting module
201
Reporting module
202
URL address acquiring module
203
Advertisement playing module
204

FIG. 9

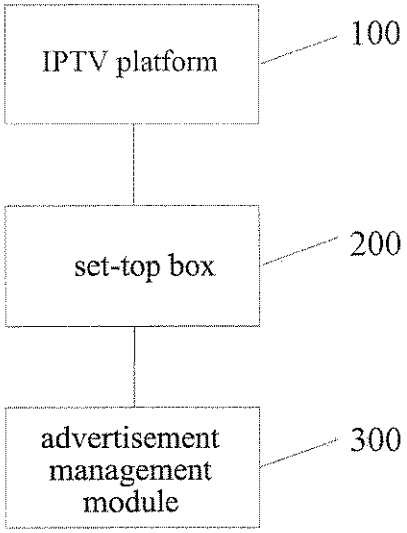

IPTV platform
100
set-top box
200
advertisement management module
300

FIG. 6

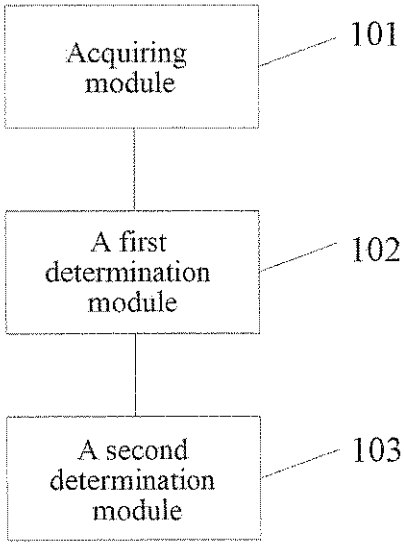

Acquiring module
101
A first determination module
102
A second determination module
103

FIG. 7

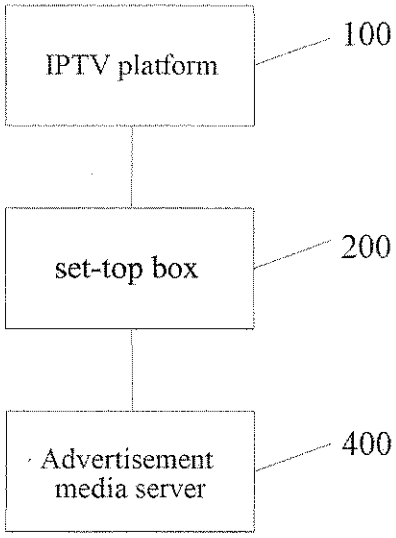

IPTV platform
100
set-top box
200
Advertisement media server
400

FIG. 8

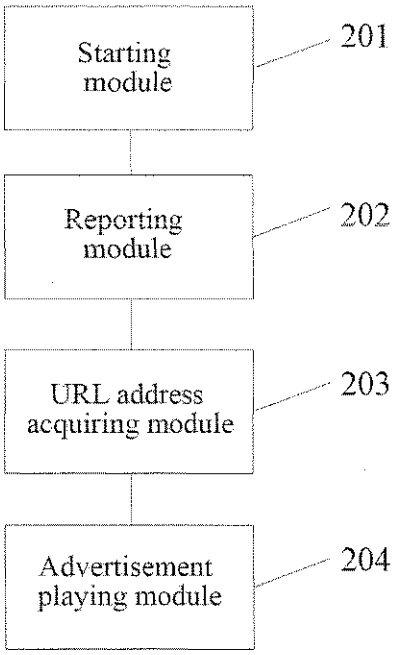

Starting module
201
Reporting module
202
URL address acquiring module
203
Advertisement playing module
204

FIG. 9